

LISTING OF THE CLAIMS

The following listing of the claims replaces all prior listings of the claims in the application:

Claim 1 (previously presented): A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

selecting an advertisement for playback,

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser only if said caller did not terminate playback of said advertisement.

Claim 2 (original): The system of Claim 1 wherein said process further includes reading a plurality of user information.

Claim 3 (original): The system of Claim 1 wherein said process further includes a user customizing said advertisement.

Claim 4 (original): The system of Claim 1 wherein said process step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 5 (original): The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server.

Claim 6 (original): The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being directed originally to a cellular telephone user.

Claim 7 (previously presented): A system for voice mail advertising, said system comprising:

a telephone router;

a storage component for advertisements and messages;

an input/output component for communicating with said telephone router; and

a processing component executing a process including

- customizing said advertisement by a user,
- reading a plurality of user information,
- selecting an advertisement for playback,
- playing said advertisement to a caller;
- determining whether said caller terminated playback of said advertisement, and
- billing an advertiser only if said caller did not terminate playback, including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 8 (canceled)

Claim 9 (canceled)

Claim 10 (previously presented): A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

- customizing said advertisement by a user,
- reading a plurality of user information,
- selecting an advertisement for playback,
- playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser only if said caller did not terminate playback, including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee; and

a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being originally directed to a cellular telephone user.

Claim 11 (previously presented): At least one computer programmed to execute a process for voice mail advertising, the process comprising

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and

billing an advertiser only if said caller did not terminate playback.

Claim 12 (original): The process of Claim 11 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 13 (original): The process of Claim 11 further including reading a plurality of user information.

Claim 14 (original): The process of Claim 11 further including customizing said advertisement by a user.

Claim 15 (previously presented): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for voice mail advertising, said method comprising:

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and
billing an advertiser only if said caller did not terminate playback.

Claim 16 (original): The process of Claim 15 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 17 (original): The process of Claim 15 further including reading a plurality of user information.

Claim 18 (original): The process of Claim 15 further including customizing said advertisement by a user.

Claim 19 (previously presented): Computer readable media tangibly embodying a program of instructions executable by a computer to perform a method of voice mail advertising, said method comprising:

selecting an advertisement for playback;
playing said advertisement to a caller;
determining whether said caller terminated playback of said advertisement; and
billing an advertiser only if said caller did not terminate playback.

Claim 20 (original): The process of Claim 19 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 21 (original): The process of Claim 19 further including reading a plurality of user information.

Claim 22 (original): The process of Claim 19 further including customizing said advertisement by a user.